MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2015/2016

MSM 7523 - STRATEGIC KNOWLEDGE MANAGEMENT

(All sections / Groups)

20 JANUARY 2016
5.00 p.m. – 7.00 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This Question paper consists of 3 pages including cover page with 4 Questions only.
2. Answer **BOTH** questions in SECTION A, Answer **ONE** question from SECTION B.. The distribution of the marks for each question is given.
3. Please print all your answers in the answer Booklet provided.

SECTION A
Answer BOTH questions

QUESTION 1

The following are some of the steps regarded as crucial to strategic decision-making process:

- Scan and assess the external environment
- Scan and assess the internal corporate environment
- Generate, evaluate and select the best alternative strategy
- Implement selected strategies
- Evaluate implemented strategies

Write short notes on each step paying particular attention to how firms should prioritise which are important opportunities, threats, strengths and weaknesses for them.

(15 marks)

QUESTION 2

You have carried out Case Study during the course. Answer the following

a) Briefly describe the organization you studied. What challenges did you face sourcing information and how did you overcome them?

(5 marks)

b) What evidence did you find of Strategic Management Processes at Corporate, Business and Functional levels?

(10 marks)

SECTION B
Answer 1 (ONE) question only

QUESTION 3

Examples of Strategic Management are normally given for large corporations and institutions. Do you think Strategic Management practices can usefully be employed in small companies? What aspects and why?

(10 marks)

(continued)

QUESTION 4

In your opinion, to what extent do you think social media will change the Strategic Management process in the future? Give some reasons.

(10 marks)

End of Paper